

Application No. 09/742,472
Amdt. Dated October 5, 2005
Reply to Notice of Allowance of September 15, 2005

Amendments to the Drawings:

The attached drawings include changes to Fig. 1, Fig. 3A, and Fig. 5A. In Fig. 1, Fig. 3A, and Fig. 5A the word “imputted” in Boxes 1033, 1207, and 1409 respectively, has been changed to the word “imputed” as was requested and approved by Examiner.

Attachment: Replacement Sheet(s)

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REMARKS/ARGUMENTS

The Examiner is thanked for his review of the application.

This Amendment is submitted under 37 CFR 1.312. Claims 1-17, 20 remain in this application. Claims 18-19 have been cancelled per Examiner's Amendment. Claims 6, 8, and 14 have been amended to correct minor typographical errors Applicant believes were introduced during the scan of the application.

Applicant also submits corrected formal drawing Figs. 1, 3A, and 5A as requested by Examiner in Notice of Allowance.

Applicants believe that all claims remain allowable over the cited art and are also in allowable form. The commissioner is authorized to charge any fees that may be due to our Deposit Account No. 50-2766 (Order No. DEM1P002).

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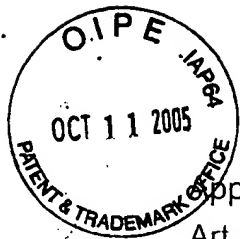
Respectfully submitted,



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reflecting seasonal effects, an imputed variable reflecting day-of-the-week effects, an imputed variable reflecting promotional effects, and an imputed cross-elasticity variable.

Claim 3: The method of Claim 2, wherein the imputed econometric variables include imputed variables selected from the group consisting of an imputed base price variable, an imputed relative price variable, an imputed base volume variable, an imputed variable reflecting the effects of stockpiling, an imputed variable reflecting day-of-the-week effects, an imputed variable reflecting promotional effects, and an imputed cross-elasticity variable.

Claim 4: The method of Claim 1, wherein imputing econometric variables include imputing a base price variable.

Claim 5: The method of Claim 4, wherein imputing base price variable comprises:

- defining a time window for analyzing records of the cleansed initial dataset;
- determining an initial base based on data within the time window; and
- outputting the initial base price as the base price variable.

Claim 6: The method of Claim 4, wherein imputing base price variable comprises:

- defining a time window for analyzing records of the cleansed initial dataset;
- determining an initial base price based on data within the time window;
- determining promotional affects on the initial base price based on data within the time window;

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defining a step function for initial base price based on data within the time window;

calculating price discount variables;

outputting initial base price step function and discount variables;

analyzing and correcting the outputted initial base price variable based on base price distribution data and generating a refined base price variable; and

outputting the refined base price variable.

Claim 7: The method of Claim 1, wherein imputing econometric variables includes imputing a relative price variable.

Claim 8: The method of Claim 7, wherein imputing relative price variable comprises:

determining equivalent price for price values in the cleansed initial dataset;

determining equivalent units for units values in the cleansed initial dataset;

calculating values for equivalent base price and equivalent base units;

determining a weighted equivalent average price;

determining a weighted equivalent average base price;

calculating moving averages for relative equivalent price and relative equivalent base price; and

outputting relative equivalent price and relative equivalent base price as relative price variables.

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determining, for each specific day of the week, an average amount of units sold for each day; and

determining for each day of the week, using actual daily units sold divided by average amount of units sold for each day, a relative daily volume of units sold variable.

Claim 14: The method of Claim 1, wherein imputing econometric variables include imputing variable reflecting promotional effects.

Claim 15: The method of Claim 14, wherein imputing variable reflecting promotional effects comprises:

using cleansed initial dataset and calculated values for base units, determining crude promotional variable;

conducting simple regression analysis to obtain initial volume model;

comparing sales volume results generated by the initial volume model with actual sales volume; and

adjusting initial volume model to reflect inconsistencies between the initial volume model and the actual sales volume to generate a corrected volume model, which comprises an imputed, promotional affects variable.

Claim 16: The method of Claim 1, wherein imputing econometric variables includes imputing a cross-elasticity variable.

Claim 17: The method of Claim 16, wherein imputing cross-elasticity variable comprises: